



AMENDMENTS TO CLAIMS

Claims 1 - 84 (canceled)

Claim 85 (currently amended): A method for displaying advertisements transmitted to a user unit, the method comprising:

receiving, at the user unit, at least one advertisement tagged with a delay tag indicating whether display of the at least one advertisement can be delayed and also indicating whether a user of the user unit can control display of said at least one advertisement; and

displaying said at least one advertisement without delay if said delay tag does not allow delaying display of said at least one advertisement; and

only if said delay tag allows delaying display of said at least one advertisement, performing the following:

a) storing said at least one advertisement at the user unit; and

b) if said delay tag allows the user to control display of said at least one advertisement retrieving and displaying said at least one advertisement in response to a selection made by the user; and

displaying said at least one advertisement.

Claim 86 – 87 (canceled)

Claim 88 (currently amended): The method according to claim 85 and wherein said delay tag also indicates a maximum allowed delay time period for displaying said at least one advertisement, and said retrieving and displaying comprises:

retrieving and displaying said at least one advertisement after said maximum allowed delay time period elapses if said at least one advertisement had not been displayed before said maximum allowed delay time period elapsed.

Claim 89 (currently amended): The method according to claim 85 and wherein said delay tag also indicates a non-advertising programming (NAP) threshold

defining a maximum amount of NAP that may be displayed before the at least one advertisement must be displayed, and said retrieving and displaying comprises:

determining an amount of NAP that has already been displayed; and
retrieving and displaying said at least one advertisement without delay if said amount of NAP that has already been displayed is greater than or equal to the NAP threshold.

Claim 90 (previously presented): The method according to claim 89 and wherein said amount of NAP is defined by an accumulated time of display of NAP.

Claim 91 (previously presented): The method according to claim 85 and wherein said delay tag is assigned a guaranteed delivery attribute that forces the at least one advertisement to be displayed eventually.

Claim 92 (previously presented): The method according to claim 91 and wherein said delay tag is assigned the guaranteed delivery attribute in response to a payment for assigning the guaranteed delivery attribute.

Claims 93 – 144 (canceled)

Claim 145 (currently amended): A user unit for displaying transmitted advertisements, the user unit comprising:

a receiver operative to receive at least one advertisement tagged with a delay tag indicating whether display of the at least one advertisement can be delayed and also indicating whether a user of the user unit can control display of said at least one advertisement;

a memory;

a display; and

a controller operatively associated with said receiver, said memory and said display and operative;

to provide the at least one advertisement without delay to the display for display thereby if the delay tag does not allow delaying display of the at least one advertisement; and

~~to store said at least one advertisement in said memory~~ only if said delay tag allows delaying display of said at least one advertisement, to perform the following:

a) to store said at least one advertisement in said memory; and

b) if said delay tag allows the user to control display of said at least one advertisement and to retrieve said at least one advertisement from said memory and to provide the at least one advertisement to the display for display thereby for displaying said at least one advertisement on the display in response to a selection made by the user.

Claims 146 – 163 (canceled)

Claim 164 (currently amended): The user unit according to claim 145 and wherein the delay tag also indicates a maximum allowed delay time period for displaying the at least one advertisement, and the controller retrieves the at least one advertisement from said memory and provides the at least one advertisement to the display for display thereby after the maximum allowed delay time period elapses if the at least one advertisement had not been displayed before the maximum allowed delay time period elapsed.

Claim 165 (currently amended): The user unit according to claim 145 and wherein the delay tag also indicates a non-advertising programming (NAP) threshold defining a maximum amount of NAP that may be displayed before the at least one advertisement must be displayed, and the controller determines an amount of NAP that has already been displayed, and retrieves the at least one advertisement from said memory and provides the at least one advertisement without delay to the

display for display thereby if the amount of NAP that has already been displayed is greater than or equal to the NAP threshold.

Claim 166 (previously presented): The user unit according to claim 165 and wherein the amount of NAP is defined by an accumulated time of display of NAP.

Claim 167 (previously presented): The user unit according to claim 145 and wherein the delay tag is assigned a guaranteed delivery attribute that forces the at least one advertisement to be displayed eventually.

Claim 168 (previously presented): The user unit according to claim 167 and wherein the delay tag is assigned the guaranteed delivery attribute in response to a payment for assigning the guaranteed delivery attribute.

Claim 169 (currently amended): A user unit for displaying transmitted advertisements, the user unit comprising:

means for receiving at least one advertisement tagged with a delay tag indicating whether display of the at least one advertisement can be delayed and also indicating whether a user of the user unit can control display of said at least one advertisement;

means for storing;

means for displaying; and

means for controlling associated with the means for receiving, the means for storing and the means for displaying, wherein the means for controlling:

provides the at least one advertisement without delay to the means for displaying for display thereby if the delay tag does not allow delaying display of the at least one advertisement; and

~~stores the at least one advertisement in the means for storing~~
only if the delay tag allows delaying display of the at least one advertisement;
advertisement;

a) the means for controlling stores said at least one advertisement in said means for storing; and

b) if said delay tag allows the user to control display of said at least one advertisement and the means for controlling retrieves the at least one advertisement from the means for storing and provides the at least one advertisement to the means for displaying for display thereby for displaying the at least one advertisement on the means for displaying in response to a selection made by the user.

Claim 170 (previously presented): The method according to claim 85 and wherein the at least one advertisement comprises at least one of the following:

- a video clip;
- a still image;
- audio; and
- a combination comprising at least two of the following:
 - a video clip;
 - a still image; and
 - audio.

Claim 171 (previously presented): The method according to claim 85 and also comprising:

assigning the delay tag a value which is dependent on a length of the at least one advertisement.

Claim 172 (previously presented): The method according to claim 85 and wherein the delay tag indicates that display of the at least one advertisement can be delayed when the at least one advertisement is 30 seconds long.

Claim 173 (previously presented): The method according to claim 85 and wherein the delay tag indicates that display of the at least one advertisement cannot be delayed when the at least one advertisement is less than 30 seconds long.

Claim 174 (previously presented): The method according to claim 85 and also comprising:

associating the delay tag with a commercial length tag which defines a length of the at least one advertisement.

Claim 175 (currently amended): The method according to claim 85 and also comprising enabling [[a]] the user of the user unit to determine for how long the user wishes to delay display of the at least one advertisement if a user delay option is allowed.

Claim 176 (previously presented): The method according to claim 85 and also comprising storing configuration information of the user unit.

Claim 177 (previously presented): The method according to claim 176 and wherein the configuration information comprises an indication of whether a user delay option is allowed.

Claim 178 (previously presented): The method according to claim 176 and wherein the configuration information comprises an indication of a maximum number of user delays per day.

Claim 179 (previously presented): The method according to claim 85 and also comprising storing current user interactivity information.

Claim 180 (previously presented): The method according to claim 179 and wherein the current user interactivity information comprises a number of advertisement delays executed in a current day.

Claim 181 (previously presented): The method according to claim 179 and wherein the current user interactivity information comprises a number of delays executed upon the at least one advertisement.

Claim 182 (previously presented): The user unit according to claim 145 and wherein the at least one advertisement comprises at least one of the following:

- a video clip;
- a still image;
- audio; and
- a combination comprising at least two of the following:
 - a video clip;
 - a still image; and
 - audio.

Claim 183 (previously presented): The user unit according to claim 145 and wherein the delay tag is assigned a value which is dependent on a length of the at least one advertisement.

Claim 184 (previously presented): The user unit according to claim 145 and wherein the delay tag indicates that display of the at least one advertisement can be delayed when the at least one advertisement is 30 seconds long.

Claim 185 (previously presented): The user unit according to claim 145 and wherein the delay tag indicates that display of the at least one advertisement cannot be delayed when the at least one advertisement is less than 30 seconds long.

Claim 186 (previously presented): The user unit according to claim 145 and wherein the delay tag is associated with a commercial length tag which defines a length of the at least one advertisement.

Claim 187 (currently amended): The user unit according to claim 145 and wherein the controller is also operative to enable ~~[[a]]~~ the user of the user unit to determine for how long the user wishes to delay display of the at least one advertisement if a user delay option is allowed.

Claim 188 (previously presented): The user unit according to claim 145 and wherein the controller is also operative to store configuration information of the user unit in the memory.

Claim 189 (previously presented): The user unit according to claim 188 and wherein the configuration information comprises an indication of whether a user delay option is allowed.

Claim 190 (previously presented): The user unit according to claim 188 and wherein the configuration information comprises an indication of a maximum number of user delays per day.

Claim 191 (previously presented): The user unit according to claim 145 and wherein the controller is also operative to store current user interactivity information in the memory.

Claim 192 (previously presented): The user unit according to claim 191 and wherein the current user interactivity information comprises a number of advertisement delays executed in a current day.

Claim 193 (previously presented): The user unit according to claim 191 and wherein the current user interactivity information comprises a number of delays executed upon the at least one advertisement.

Claim 194 (new): The method according to claim 85 and wherein the delay tag is associated with the user unit.

Claim 195 (new): The method according to claim 85 and wherein the storing comprises storing the at least one advertisement after compression and encryption of the at least one advertisement, and the retrieving and displaying comprise:

- retrieving the at least one advertisement;
- decrypting the at least one advertisement;
- decompressing the at least one advertisement; and
- displaying the at least one advertisement.

Claim 196 (new): The user unit according to claim 145 and wherein the delay tag is associated with the user unit.

Claim 197 (new): The user unit according to claim 145 and also comprising:

- a compressor/decompressor; and
- an encryptor/decrypter,

wherein the controller is operative to store the at least one advertisement in the memory after compression and encryption of the at least one advertisement, and to decrypt and decompress the at least one advertisement after retrieval from the memory.